

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (cancelled)

2. (currently amended) A sign for viewing by persons in a traffic area accessible by the random passage of persons through the area, comprising:

a label formed of a ~~thin layer of plastic material~~ flexible thermoplastic substrate upon which the subject matter of the desired sign is printed;

a planar substrate of injected thermoplastic molded material fused to the label; and

wherein the planar substrate includes a mounting feature adapted to secure the sign to a second object.

3. (currently amended) The sign of claim ‡ 2, wherein the second object is a post, the mounting feature is located on a back side of the sign located opposite from the label, and wherein the mounting feature secures the first sign to the post.

4. (currently amended) The sign of claim ‡ 2, wherein the planar substrate further includes a stiffening rib located on a back side of the sign located opposite from the label, the stiffening rib strengthening the planar substrate to resist deformation.

5. (currently amended) The sign of claim 4_2, wherein the second object is a second sign, the mounting feature is located on a back side of the first sign located opposite from the label, and wherein the mounting feature secures the first sign to a back side of the second sign located opposite from the label.

6. (currently amended) The sign of claim 5_2, wherein the mounting feature is a male snap element adapted to mate with a corresponding female snap element on the second sign.

7. (currently amended) The sign of claim 4_2, wherein the second object is a second sign, each sign having a front side including the label, a back side located opposite from the front side, and an end extending between the front side and back side, the mounting feature is located on the end of the first sign, and wherein the mounting feature secures the first sign to the end of the second sign so that the labels of the first and second signs are contiguous.

8. (currently amended) The sign of claim 7_2, wherein the mounting feature is a groove adapted to mate with a corresponding groove on the second sign.

9. (currently amended) A method of manufacturing a sign, comprising:
providing a first and second sign mold portion located opposite from one another;
associating an injection device with the first sign mold portion;
associating an ejector system with the first sign mold portion;

placing a label in the second sign mold portion;
closing the first and second sign mold portions together; and
injecting the first sign mold portion via the injection device;
and
removing a previously formed sign from the first sign mold
portion via the ejector system prior to closing the mold
portions together
wherein the ejector system contacts the formed sign on a side
opposite from the label.

10. (original) The method of claim 9, wherein the steps of
placing the label and removing the previously formed sign are
performed simultaneously.

11. (original) The method of claim 9, wherein the steps of
placing the label and removing the previously formed sign are
performed by an automated device, and wherein the automated
device need only enter between the first and second sign mold
portions a single time to perform both steps.

12. (original) The method of claim 9, wherein the injection
device injects directly into the first sign mold portion.

13. (original) The method of claim 12, wherein the injection
device injects directly into the first sign mold portion through
a heated sprue bushing, and further comprising the step of
operating the heated sprue bushing to eliminate the need to
manually trim the sign.

14. (cancelled)

15. (original) The method of claim 9, wherein the steps of placing the label and removing the previously formed sign are performed by an automated device, and wherein the automated device includes a guidance portion adapted to mate with a corresponding guidance member located on the second sign mold portion to properly align the label with the second sign mold portion.

16. (original) The method of claim 15, further comprising the automated device acquiring a label from a label hopper, wherein the guidance portion of the automated device is adapted to mate with a corresponding guidance member located on the label hopper to properly align the label with the automated device.

17. (original) The method of claim 16, further comprising adjusting the orientation of the label with respect to the second sign mold portion via an orientation adjustment mechanism located on the label hopper.

18. (currently amended) The method of claim 17, wherein the orientation adjustment mechanism is adapted to adjust the orientation of the label with respect to the second sign mold portion in a lateral direction, vertical direction, and rotational direction.

19. (original) The method of claim 9, further comprising providing a first set of labels having a first graphic, providing a second set of labels having a second graphic, and placing at least one label from the first set of labels and at least one label from the second set of labels in the second sign mold portion.